



# **Using Loving Support to Build a Breastfeeding-Friendly Community**

## **Progress Report on Training**

Department of Health & Social Services  
Division of Public Health  
Section of Maternal, Child, and Family Health  
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# Using Loving Support to Build a Breastfeeding-Friendly Community Progress Report on Training

## I. Community Partners Involved in the Training

Alaska's *Using Loving Support to Build a Breastfeeding Friendly Community* Grant goal is to train WIC Local Agencies and Alaska Breastfeeding Coalition representatives to increase WIC social marketing skills for use in breastfeeding promotion programs. The objective is to plan a State specific marketing plan using *Loving Support Makes Breastfeeding Work* program approach, to educate Alaskan communities, workplaces, businesses and the general public about supporting breastfeeding women when they return to school and work and accepting women breastfeeding in public.

The infrastructure to accomplish the goal and objectives of the grant is in place. Alaska WIC has strong links with community partners who came together for the initial *Using Loving Support to Build Breastfeeding Friendly Communities*, September 19-20, 2002 (Appendix A). The infrastructure make up is as follows:

### A. Number of Alaska Communities and Types of Agencies Represented

Alaska Communities	8 Urban and 15 Rural
WIC, Health and Educational Organizations	28

### B. Titles and Number of Community Partners Involved in the Initial Training

WIC Local Agency Coordinators	8
WIC Competent Professional Authority (CPA) Graduates/Trainees	8
RD/RN/LPN International Board Certified Lactation Consultants	9
Alaska Breastfeeding Coalition Members	6
WIC USDA National, Regional and Alaska State Staff	5
Alaska WIC Registered Dietitians	4
OB Nurses	3
Breastfeeding Peer Counselors	2
La Leche League Leaders	2
Public Health Nurse	1
Home Visitor	1
Native Corporation Director Health Education	1
Rural Community Infant Early Learning Program Caseworker	1
Maternal Child Family Health Deputy Chief	1

Denali Kid Care (CHIP) Aleutian Pribilof Outreach Coordinator	1
Elmendorf Air Force Base Family Advocacy RN	1
University of Alaska Anchorage, Anthropology Graduate Student	1
University of Alaska Anchorage School of Nursing Professor	1

### C. Names and Titles of Community Partners Involved in the Training

#### Loving Support Breastfeeding Grant Training Participants-Sept 19-20, 2002

WIC LA	Location	WIC BF Rep.	Email & Phone #	BF Community Rep	Email & Phone #
<b>501 v</b> Municipality Of Anchorage	Anchorage	Jessica Steffen, RD <b>1</b>	<a href="mailto:wheelerhm@ci.anchorage.ak.us">wheelerhm@ci.anchorage. ak.us</a> 907-343-4773	Seely Katzenberg, IBCLC <b>2</b>	<a href="mailto:breelykatz@hotmail.com">breelykatz@hotmail.com</a> H: 907- 688-4200 W: 907-746-8645.
<b>502 v</b> Resource Center For Parents & Children	Fairbanks	Dana Kent IBCLC Fairbanks Breastfeeding Coalition Chair <b>3</b>	<a href="mailto:rpcwic@mosquitonet.com">rpcwic@mosquitonet.c om</a>  907 456-2990	Diane Burgess, LPN, IBCLC Fairbanks Memorial Hospital  <b>4</b>	
<b>503 v</b> South East Alaska Health Consortium	Juneau Sitka Ketchikan Prince Of Wales	Janai Meyer, RD  <b>5</b>	<a href="mailto:jmeyer@ptialaska.net">jmeyer@ptialaska.net</a>  1-800-854-0878 907-225-1242	Donna Lambert La Leche League Leader Haines Klukwan <b>6</b>	<a href="mailto:Dola64@yahoo.com">Dola64@yahoo.com</a>  907-766-3082
<b>504 v</b> Yukon- Kuskokwim Hlth. Corp.	Bethel	Ardene Constantine, BS, WIC CPA <b>7</b>	<a href="mailto:Ardene_constantine@ykhc.org">Ardene_constantine@ykhc .org</a>  907-543-6438	Rosemarie Hoiten, OB-RN  <b>8</b>	<a href="mailto:Rosemarie_hoiten@ykhc.org">Rosemarie_hoiten@ykhc. org</a>  907-543-6346
<b>505 v</b>  Norton Sound Reg. Health Corp.	Nome	Marie Trigg, CLC  <b>9</b>	<a href="mailto:tcoby@nshcorp.org">tcoby@nshcorp.org</a> <a href="mailto:mtrigg@nshcorp.org">mtrigg@nshcorp.org</a>  907-443-3398	Patricia Powers, RN Pre-Maternal Home  <b>10</b>	<a href="mailto:power@nshcorp.org">power@nshcorp.org</a>  907-443-3205
<b>506</b> Family Resources Crisis Center	Wasilla Palmer	Janelle Gomez, RDE  <b>11</b>	<a href="mailto:stitt_jr@yahoo.com">stitt_jr@yahoo.com</a>  907-376-4080	Heidi Koslo La Leche League Leader  <b>12</b>	<a href="mailto:hkoslo@voicenet.com">hkoslo@voicenet.com</a>

**Loving Support Breastfeeding Grant Trainees-Sept 19-20, 2002**

<b>WIC LA</b>	<b>Location</b>	<b>WIC BF Rep</b>	<b>Email &amp; Phone #</b>	<b>BF Community Rep</b>	<b>Email &amp; Phone #</b>
<b>507 v</b> North Slope Borough	Barrow	Cheryl Rosso, RD, IBCLC My airline ticket ust say ROSSO) <b>13</b>	<a href="mailto:cheryl.streitz@north-slope.org">cheryl.streitz@north-slope.org</a> 907-852-0410	Ellen Sovailk Home Visitor <b>14</b>	<a href="mailto:ellen.sovalik@north-slope.org">ellen.sovalik@north-slope.org</a>  907-852-0270.
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<b>509</b> Bristol Bay Health Corp.	Dillingham	Marilynn McCarr  <b>WIC CPA</b>  <b>17</b>	<a href="mailto:mmccarr@bbahc.org">mmccarr@bbahc.org</a>  1-800-478-5201	Shelley Wallace, MPH, RD Director Health Education  <b>18</b>	<a href="mailto:swallace@bbahc.org">swallace@bbahc.org</a>  1-800-478-5201
<b>510 v</b> Kodiak Area Native Asso.	Kodiak	Kim Ogan WIC Coordinator  <b>19</b>	<a href="mailto:kim.ogan@kanaweb.org">kim.ogan@kanaweb.org</a> (907) 486-5959 (907) 486-3921 fax	Heather Preece, RD, LE <b>20</b>	<a href="mailto:hmpac@keconnect.net">hmpac@keconnect.net</a>  (907 487-2790
<b>511 v</b> Metlakatla Indian Community	Metlakatla	Rodney Campbell WIC Coordinator <b>21</b>	<a href="mailto:Rodneycampbell91@hotmail.com">Rodneycampbell91@hotmail.com</a>  1-907-886-6911	Tia Baroz, WIC CPA Trainee <b>22</b>	<a href="mailto:Tia_baroz@msn.com">Tia_baroz@msn.com</a>  907-886-4774
<b>512v</b> Chugachmiut	Cordova Valdez	Melissa Kosso  <b>23</b>	<a href="mailto:melissak@apiai.com">melissak@apiai.com</a> 1- 907- 22-4211 1-907-276-2700	Lennette Ronnegard, WIC CPA Trainee <b>24</b>	<a href="mailto:ronnegard@ctcak.net">ronnegard@ctcak.net</a> 1-800-457-5731 Fax: 907-424-3424

**Loving Support Breastfeeding Grant Training Participants-Sept 19-20, 2002**

<b>WIC LA</b>	<b>Location</b>	<b>WIC BR Rep</b>	<b>Email &amp; Phone #</b>	<b>BF Community Rep</b>	<b>Email &amp; Phone #</b>
<b>513 v</b> Women's Resources & Crisis Center	Kenai Homer Seward	Anne Ledvina  <b>25</b>	<a href="mailto:homericwic2@hotmail.com">homericwic2@hotmail.com</a> .  1-907-235-5495.	Sandy Hartman, OB Nurse  <b>26</b>	907-262-8107 (wk) 907-398-1076 (msg).
<b>514</b> Aleutian/Pribilof Island Association		Leslie Shallcross, RD WIC Coordinator  <b>27</b>	<a href="mailto:leslies@apiai.com">leslies@apiai.com</a>  1-800-478-2742 907-222-4210	Renee Gundersen Community Health Representative  <b>28</b>	<a href="mailto:renege@gci.net">renege@gci.net</a>  1-907-383-3151
<b>515 v</b>  Maniilaq Association	Kotzebue	Angela Valdez, RD WIC Coordinator <b>29</b>	<a href="mailto:avaldez@maniilaq.org">avaldez@maniilaq.org</a>  1-800-431-3321 ext. 5181 907-442-7184	Wanda Baltazar, Infant Early Learning Program Caseworker <b>30</b>	<a href="mailto:wbaltazar@nwarctic.org">wbaltazar@nwarctic.org</a>  907-442-3472, ext 205
<b>516 v</b> Providence Alaska Medical Center	Anchorage	Lynn Copoulos, RN WIC Coordinator <b>31</b>	<a href="mailto:jcopoulo@provak.org">jcopoulo@provak.org</a>  907-261-5869	Jen Aist, IBCLC PAMC Education Coordinator <b>32</b>	<a href="mailto:Jaist@provak.org">Jaist@provak.org</a>  (907) 261-3062
<b>517</b> Anchorage Neighborhood	Anchorage	Heather Clamp WIC Dietitian <b>33</b>	<a href="mailto:Heatherc@anhc.org">Heatherc@anhc.org</a> 907-257-4633	Jami Harris PAMC Peer Counselor <b>34</b>	<a href="mailto:jharris@provak.org">jharris@provak.org</a>  907-261-4991
<b>518</b> ASYMCA	Ft. Rich. Elmendorf	David Brown WIC Coordinator <b>35</b>	<a href="mailto:david.brown@richardson.army.mil">david.brown@richardson. army.mil</a>  907-384-2033	Cathey Tapey, IBCLC North Star Lactation Services <b>36</b>	<a href="mailto:manykids@alaska.net">manykids@alaska.net</a>  907-337-5245

**Loving Support Breastfeeding Grant Training Participants-Sept 19-20, 2002**

<b>Agency</b>	<b>Location</b>	<b>Name</b>	<b>Email &amp; Phone #</b>	<b>Name</b>	<b>Email &amp; Phone #</b>
DHSS/MCFH	Juneau	Nancy Rody, RD,DrPH, MPH Nutrition Services Unit Manager/WIC Director <b>37</b>	<a href="mailto:Nancy_rody@health.state.ak.us">Nancy_rody@health.state.ak.us</a>  907-465-8636	Sandy Burnham, MPH, RD Deputy Chief/MCFH (Anchorage) <b>38</b>	<a href="mailto:Sandy_burnham@health.state.ak.us">Sandy_burnham@health.state.ak.us</a>  907-269-4408
	Anchorage	Jeanine Wheeler, RN  <b>39</b>	<a href="mailto:jeanine.wheeler@elmendorf.af.mil">jeanine.wheeler@elmendorf.af.mil</a>  1-907-580-4038	Marsha Rodrigues Denali Kid Care APIA Outreach Coordinator <b>40</b>	Marsha_ <a href="mailto:Rodrigues@health.state.ak.us">Rodrigues@health.state.ak.us</a>  907-269-0972
USDA/FNS	Alexandria, VA	Patricia N. Daniels Director Supplemental Food Program Division <b>41</b>	<a href="mailto:Patricia.Daniels@fns.usda.gov">Patricia.Daniels@fns.usda.gov</a> Food and Nutrition Service, USDA 3101 Park Center Drive Alexandria, VA 22302 (703) 305-2746 (703) 305-2196	Tamara Gardner, RD, MPH Nutritionist  <b>42</b>	<a href="mailto:TAMARA_GARDNER@fns.usda.gov">TAMARA_GARDNER@fns.usda.gov</a> USDA/FNS/WRO WIC 550 Kearny Street, Room 400 San Francisco, CA 94108 Ph: (415) 705-1313
	San Fransisco	Lissa Y. Ong, MPH, RD Regional Nutritionist <b>43</b>	<a href="mailto:Lissa_Ong@fns.usda.gov">Lissa_Ong@fns.usda.gov</a> USDA/FNS/WRO WIC 550 Kearny Street, Room 400 San Francisco, CA 94108 Ph: (415) 705-1313	Pam Rardon, RN, IBCLC President, ABC  <b>44</b>	<a href="mailto:rardon@alaska.net">rardon@alaska.net</a>  1-907-580-8025
	Kenai Area	Tammi Miller, RD WIC Coordinator  <b>45</b>	<a href="mailto:kenaiwic@gci.net">kenaiwic@gci.net</a>  1-800-770-4707 1-907-770-4707	Wanda VanBuskirk, BF Peer Counselor  <b>46</b>	<a href="mailto:kenaiwic@gci.net">kenaiwic@gci.net</a>  1-800-770-4707 1-907-770-4707



### Loving Support Breastfeeding Grant Training Participants-Sept 19-20, 2002

Agency	Location	Name	Email & Phone #	Name	Email & Phone #
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		Jill Janke RN, DNSc Professor University of Alaska Anchorage, School of Nursing <b>49</b>	<a href="mailto:afjrj@uaa.alaska.edu">afjrj@uaa.alaska.edu</a>  907-786-4570	Terriann Shell, IBCLC  <b>50</b>	<a href="mailto:tshell@ideafamilies.org">tshell@ideafamilies.org</a>  1- 907-892-8848
		Marin Belkis, MD University of Alaska Anchorage, Anthropology Graduate Student  <b>51</b>	<a href="mailto:aparicef@gci.net">aparicef@gci.net</a>  907-646-2235		

## **II. Using *Loving Support* to Build a Breastfeeding-Friendly Community Implementation Plan**

The Using *Loving Support* to Build a Breastfeeding-Friendly Community Program Implementation Plan was developed in collaboration with the Alaska Breastfeeding Coalition and the Alaska WIC Program, taking the Follow-Up Report submitted by Best Start Social to the USDA Food And Nutrition Service as the framework. The Alaska Plan immediate, mid-range, and long term implementation plans are:

### **•A. Alaska Plan Immediate Recommendations**

- Best Start Resource List Utilization and Circulation of Materials
- Training Modules available via Web
- Include Using Loving Support Group in the ABC's Yahoo group
- ABC: Expansion to other areas of Alaska
- Provide Training Resources around the State
- Begin Outreach to Native communities (Identify key people)
  - Outreach to fathers
  - Work with PRAMS to continue to obtain data
  - Develop "***Breastfeeding Loving Support....It's Tradition!***" Materials
  - Begin identifying worksites already providing lactation support

### **•B. Mid-Range Recommendations**

- ❖ Develop Standards for Health Care Providers
- ❖ Continue outreach to native and remote communities
- ❖ Develop ongoing staff training and new staff training
- ❖ Implement ABCs "***Breastfeeding Welcom eHere***" Plan
- ❖ Incorporate ACB booth at other health conferences
- ❖ Provide or support Hospital In-Services

### **C. Long Term Recommendations**

- ❖ Implement "Supporting the Employed Working Mother Workshop"
- ❖ Outreach through Pony Show: Making your HCP Office/Clinic/Hospital Breastfeeding Friendly
- ❖ Recognition at ABC Conference of a Health Care Provider, Facility, Business, Supporter, WIC Staff, and Peer Counselor

The chart that follows lays out the Using *Loving Support* to Build a Breastfeeding-Friendly Community Implementation Plan and includes the component area and target audiences, recommendations, planned activities and time frame. This tool will be used to conduct monthly self-assessments of the project progress.

### III. Using *Loving Support* to Build a Breastfeeding-Friendly Community Implementation Plan Chart

Component Area & Target Audience Groups	Recommendations by Workgroups and <i>Loving Support</i> Team	Planned Activities	Timeframe November '02 - March '03 Activity Status
<b>Mobilizing Staff</b>  1. Clerks ("Front-line people")  2. Administrators (Policy-makers)  3. Health Workers (RNs, PHNs, CPAs, CHAs, etc.)	1. Establish system for networking among staff and community partners involved in breastfeeding education	1.1 Circulate Best Start Training Materials through The Alaska Breastfeeding Coalition  1.2 Invite "Loving Support" Grant participants on to Alaska Breastfeeding Coalition's Yahoo Group  1.3 Approach Alaska WIC to include list of training materials on new WIC web site  1.4 Expand The Alaska Breastfeeding Coalition to more areas in Alaska using the Iowa Coalition Building booklet as a guideline	1.1.1 Work in Progress Duplicate CDs for easier access and keep records of materials utilization  1.2.1 Work in progress (ABC)  1.3.1 Work in progress (State WIC)  1.4.1 ABC Board (November 2002-August 2003)





<b>Component Area &amp;Target Audience Groups</b>	<p>to address (1) family support and (2) inconvenience barrier, issues particular to dads</p> <b>Recommendations by Workgroups and <i>Loving Support</i> Team</b>	<p>and to head this effort</p> <b>Planned Activities</b>	<p>ABC December 2002</p> <p><b>Timeframe November '02 - March 03 Activity Status</b></p>
<p><b>Public Awareness</b></p> <p>General Public</p> <p>Businesses</p>	<p>7. Add and disseminate "It's Tradition" message to <i>Loving Support</i> messages</p> <p>8. Use social marketing principles to promote the "Breastfed Babies Welcome Here" project with local businesses in the State</p>	<p>7.1 Contact HSS Public Information Officer and best start to coordinate campaign</p> <p>7.2 Develop a plan for personal visits to media outlets</p> <p>7.3 Explore specific <b>places</b> for messages and targeted outreach—Alaskan airports and transportation venues, for example</p> <p>8.1 Outreach mailing to businesses, restaurants, re: needs of BF women, myths/facts about BF and "Breastfed Babies Welcome Here" project</p>	<p>7.1.1 State-December 2002</p> <p>7.2.1 ABC-February 2002</p> <p>7.3.1 ABC-February 2002</p> <p>8.1.1 ABC-April 2002</p>

<b>Component Area &amp;Target Audience Groups</b>	<b>Recommendations by Workgroups and <i>Loving Support</i> Team</b>	<b>Planned Activities</b>	<b>Timeframe November '02 - March 03 Activity Status</b>
<b>Health Provider Outreach</b>	9. Explore opportunities to reach Health Care Providers at functions and conferences they already attend and have a <i>Using Loving Support</i> booth at their conferences, offering to speak, or doing grand rounds	9.1 Conduct outreach with organization  9.2 Present <i>Using Loving Support Grant</i> at the 2002 Child Nutrition Conference	9.1.1 Ongoing (POC ABC and State)  9.2.1 November 2002 (Completed by ABC See attached Power Point Presentation- <b>Appendix B</b> )
<b>Community Partnership Building</b>	10. Establish system for networking among staff and community partners involved in breastfeeding community partnership building	10.1 Expand Alaska Breastfeeding Coalition statewide (using Iowa Coalition Building manual  10.2 Include outreach with childcare centers and providers	10.1.1 ABC Board April-August 2003





#### IV. Additional Detail on Work Planned for the Upcoming Period

The Alaska Breastfeeding Coalition is contacting facilities to find out a location to conduct the Two-Day Technical Assistance March meeting. Contacts with the Maternal, Child and Family Health Public Information Officer will take place, to start planning both the “Breastfeeding *Loving Support...It’s Tradition*” and “*Breastfeeding Welcome Here*” campaigns. ABC and the State WIC Breastfeeding Coordinator will review the training participants commitments forms to match them with the implementation plan and request their collaboration on specific facets of the plan.

#### V. Any Other Pertinent Information

- A. **Appendix A** Alaska *Using Loving Support* to Build a Breastfeeding Friendly Community Map
- B. **Appendix B** Alaska *Using Loving Support* to Build a Breastfeeding Friendly Community Power Point Presentation

